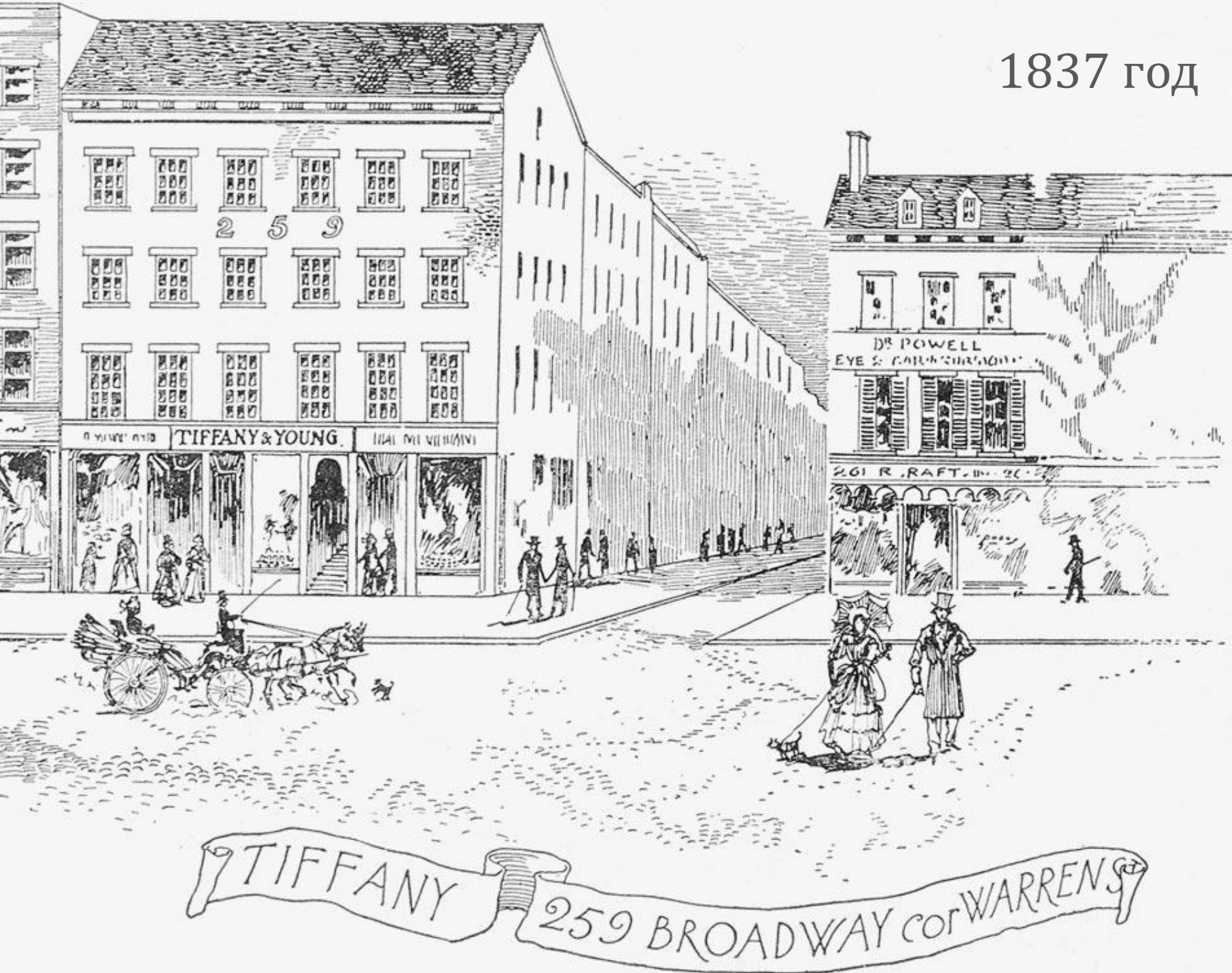


# TIFFANY & Co.

Презентацию подготовили:  
Леонтьева.К, Синявцева.Д,  
Толстоухова.В, Тарасова.Е,  
Саркисян.Д.

1837 год

Магазин канцелярских  
товаров и  
галантерейных изделий  
на Бродвее





Blue Box (Голубая коробочка)



CATALOGUE.

Cash Wholesale purchasers, who may suppose they will be asked higher prices in Broadway than elsewhere, are invited to test the truth of their supposition.

CATALOGUE  
of  
USEFUL AND FANCY  
ARTICLES,

Imported by

TIFFANY, YOUNG & ELLIS,

259 & 260

BROADWAY, COR. OF WARREN ST.,

NEW YORK.

NEW YORK

JAMES VAN NORDEN & CO., PRINTERS

No. 60 WILLIAM ST.

1845.

Blue Book | 1845 г.



Ювелирная мастерская Tiffany&Co. 1874  
год



Дизайн-студия Tiffany&Co. 1887 год

C 1853 – Tiffany & Co



Мэри Тодд  
Линкольн в  
ожерелье от  
Tiffany&Co







Ожерелье с бриллиантом Tiffany, дизайн - Жан Шлюмбергер



Франклин Рузвельт и его невеста



«Завтрак у Тиффани»





«Великий Гэтсби»



Эльза Перетти



Палома Пикассо



# Фирменный стиль



## THE ACCENT

A white satin ribbon, tied on at the counter, is the de rigueur accompaniment to the signature blue box. During the holidays, Tiffany uses a red ribbon instead.

## THE NAME

Tiffany & Co. boxes are embossed, in Baskerville Old Face, with Tiffany & Co.—but they really don't need to be. The blue pretty much says it all.

## THE COLOR

Pantone No. 1837 (coined for the year of Tiffany's founding) is also known as forget-me-not blue and robin's egg blue. It is the most protected color in branding.

## THE BOX

Pantone makes the blue-coated paper packaging for Tiffany. The store's flagship might be on New York's Fifth Avenue, but the boxes come from Carlstadt, N.J.





# Стоимость бренда

## Apparel 50 2017 - The most valuable apparel brands of 2017

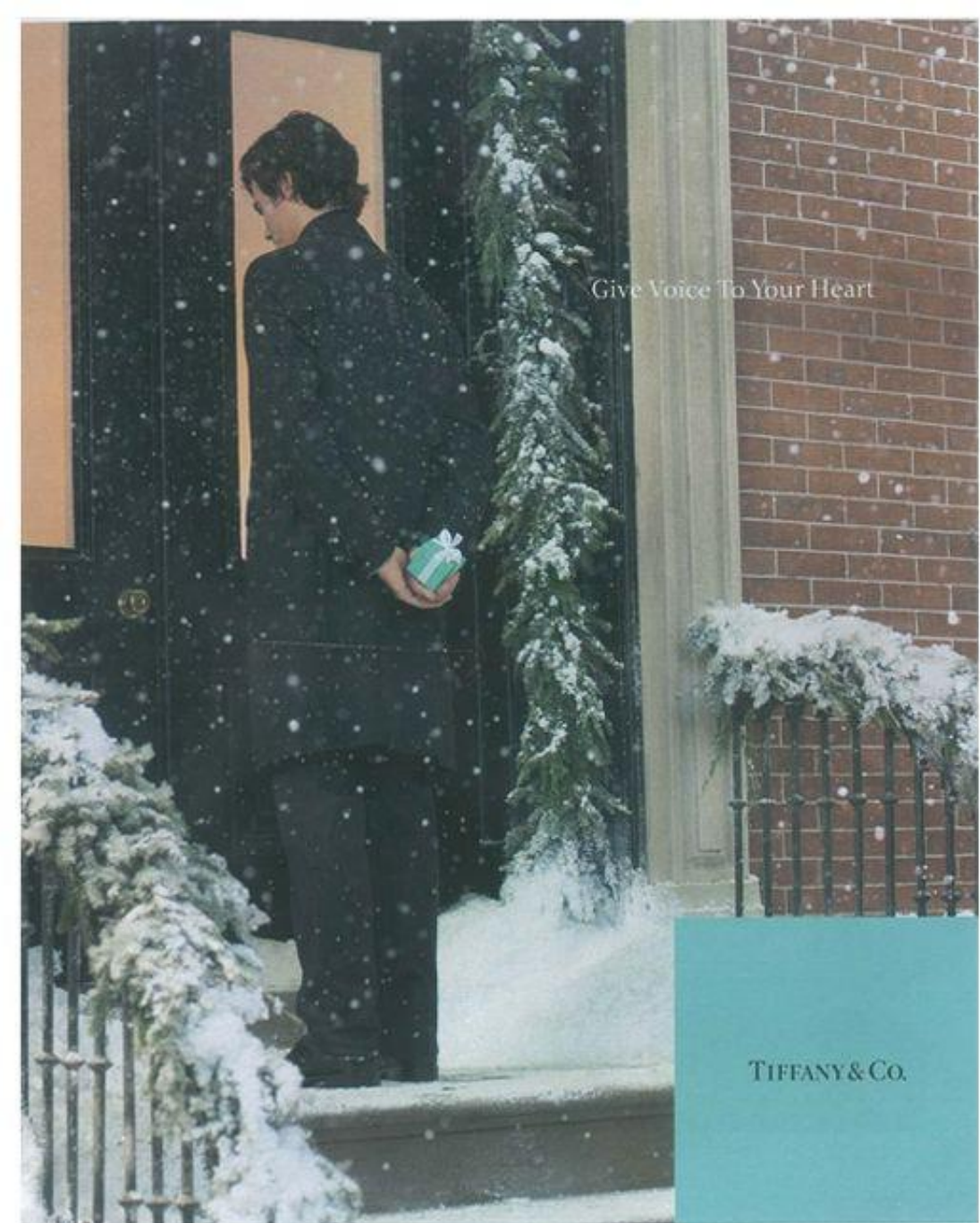
2017 Brand Value (USD \$ Millions)

Nike	31,762
H&M	19,177
Zara	14,399
Louis Vuitton	13,183
adidas	10,169
UNIQLO	9,567
Hermès	8,342
Rolex	6,988
Gucci	6,883
Cartier	6,765
Donna Karan	6,575
Victoria's Secret	6,294
Under Armour	5,889
Chow Tai Fook	5,011
COACH	4,598
<b>TIFFANY &amp; CO.</b>	<b>4,245</b>
Burberry	4,175
Michael Kors	3,749
Prada	3,720
The North Face	3,644

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Burberry	4,175
Michael Kors	3,749
Prada	3,720
The North Face	3,644
Christian Dior	3,537
Armani	3,442
Omega	3,255
Polo Ralph Lauren	3,201
TAG Heuer	3,069
Pandora	2,903
Tommy Hilfiger	2,620
Bulgari	2,567
GAP	2,329
OLD NAVY	2,314
Hugo Boss	2,291
PUMA	2,270
Levi's	2,192
Calvin Klein	2,187

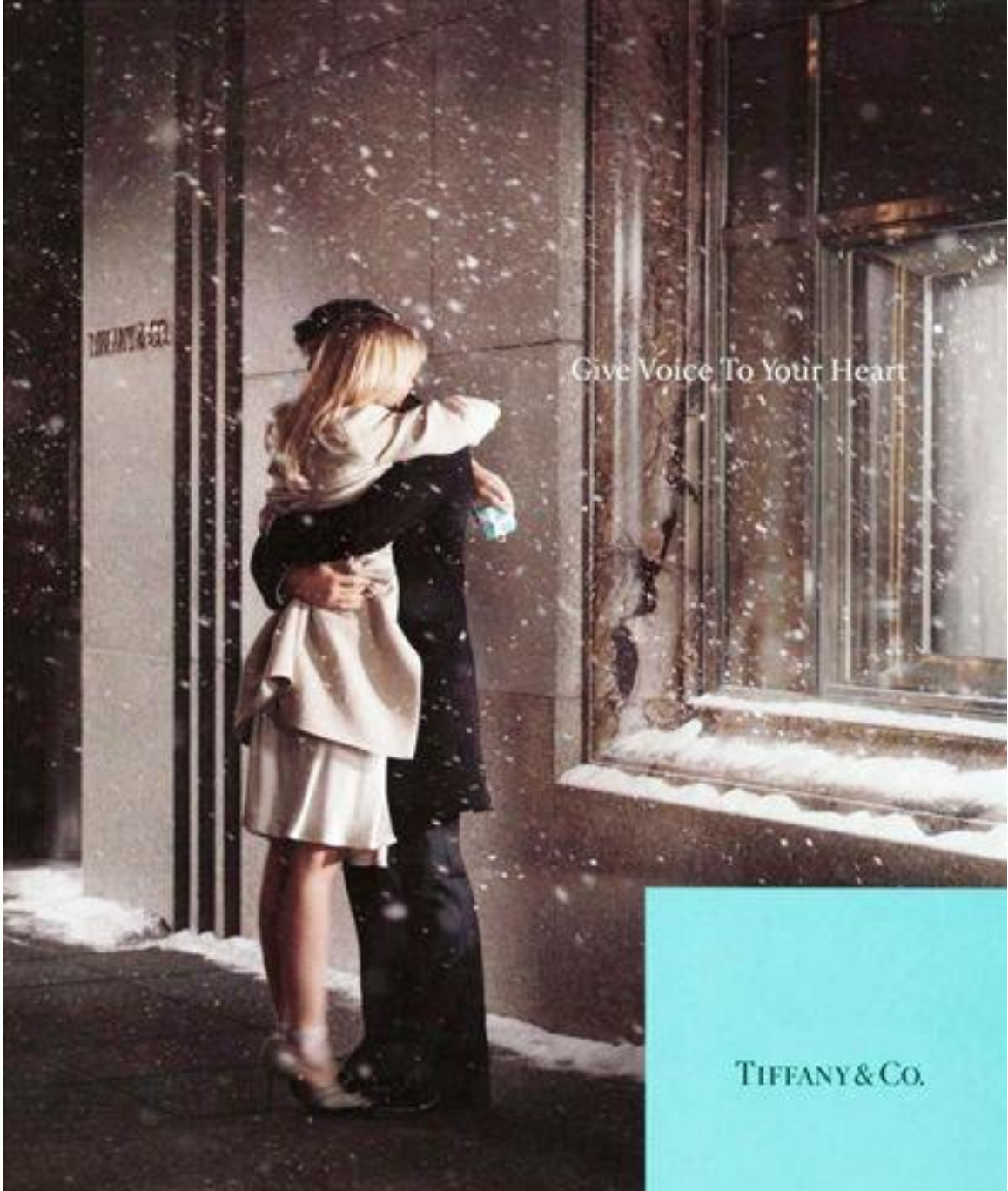
# Анализ конкурентов

The Cartier logo is displayed in a white square. It features the brand name "Cartier" in a classic, elegant black cursive script font.The BVLGARI logo is displayed in a white square. It features the brand name "BVLGARI" in a bold, black, uppercase serif font.



Give Voice To Your Heart

TIFFANY & CO.

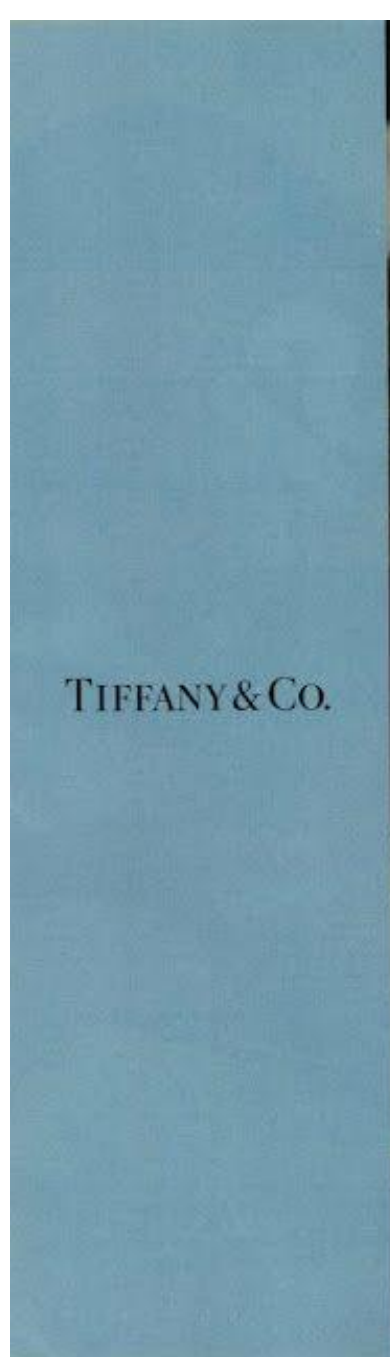


Give Voice To Your Heart

TIFFANY & CO.



TIFFANY & CO.  
NEW YORK SINCE 1837



TIFFANY & CO.



TIFFANY.COM




TIFFANY & CO.

TIFFANY.COM




TIFFANY & CO.



Celebrating  
The World's Greatest Love Stories  
Since 1837

**TIFFANY & CO.**  
LEGENDARY FOR 175 YEARS



Celebrating  
The World's Greatest Love Stories  
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**TIFFANY & CO.**  
LEGENDARY FOR 175 YEARS

STONEY ISH CASTLEBAROCK STONEY WELSHYOUNG JAY COLLINS STONEY COLLETTONE BRIDGEMORE LENTON BRIDGEMORE QUINNPLAZA SAN QUENTIN STONEY PLEATH BY KING STONEY 1800 761 126 | TIFFANY.COM

TIFFANY & CO.

Believe In Love  
Tiffany.com

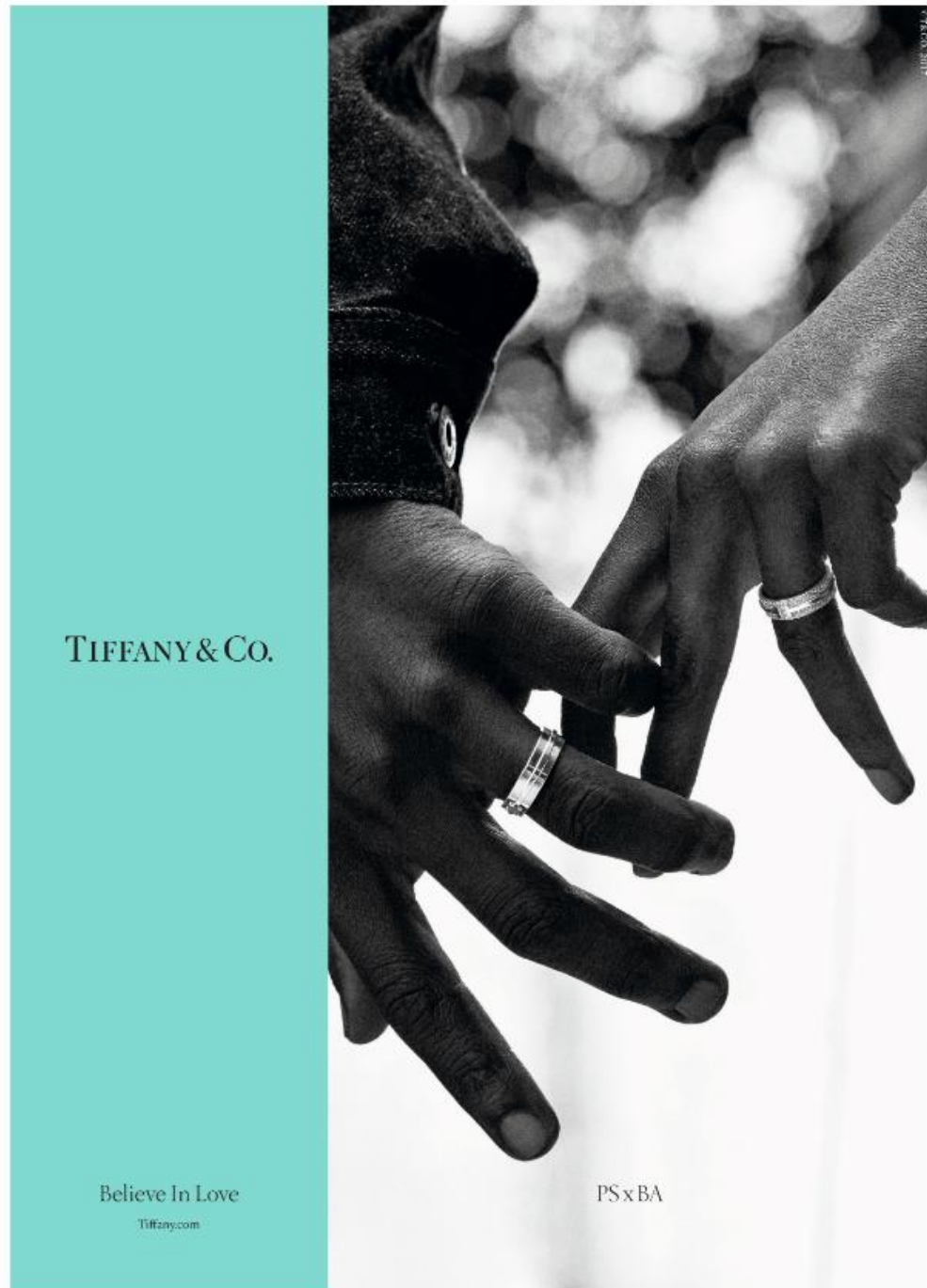


©TFCO, 2017

PS x BA

TIFFANY & CO.

Believe In Love  
Tiffany.com



©TFCO, 2017

PS x BA



TIFFANY & CO.  
NEW YORK SINCE 1837

TIFFANY & CO. IS AN EQUAL OPPORTUNITY EMPLOYER.  
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TIFFANY & CO. IS AN EQUAL OPPORTUNITY EMPLOYER.



TIFFANY & CO.







WILL YOU LET ME BE THE GUY YOU DRINK BUCKLE UP  
WITH AND THE GUY YOU THROW GREAT  
PARTIES WITH, EVEN WHEN WE DON'T HAVE AN AGENDA?  
ESPECIALLY WHEN WE DON'T HAVE AN AGENDA?

WILL YOU?



TIFFANY & CO.  
NEW YORK SINCE 1837



WILL YOU KNOW THAT YOU'RE MORE FUN ON  
A BAD DAY THAN MOST PEOPLE ARE ON GOOD ONES  
AND THAT I WOULDN'T MIND IF IT RAINED  
EVERY DAY FOR THE REST OF MY LIFE IF IT MEANT  
I COULD SPEND IT WITH YOU?

WILL YOU?



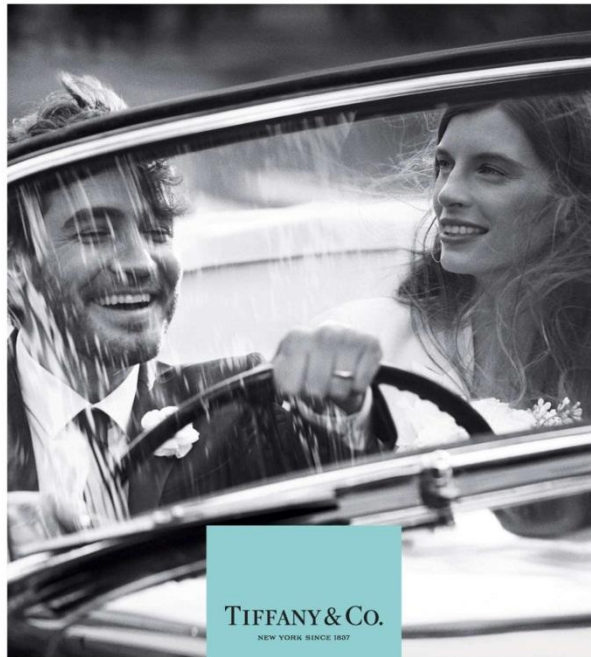
TIFFANY & CO.  
NEW YORK SINCE 1837

WILL YOU KNOW THAT AS PERFECT AS THIS RING IS,  
IT WON'T BE TRULY BEAUTIFUL UNTIL  
IT'S SPARKLING ON YOUR HAND AS YOU SIP YOUR TEA  
AND HUG OUR KIDS AND OPEN THE DOOR TO  
A WORLD THAT GETS MORE INCREDIBLE ALL THE TIME,  
JUST BECAUSE YOU'RE IN IT?

WILL YOU?



TIFFANY & CO.  
NEW YORK SINCE 1837



TIFFANY & CO.  
NEW YORK SINCE 1837



DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST  
SENTENCE OF ONE LONG STORY THAT NEVER ENDS?

WILL YOU?



TIFFANY & CO.  
NEW YORK SINCE 1837

Благодарим за внимание!



TIFFANY & CO.